

# INFORMATION LETTER

Not for  
Publication

NATIONAL CANNERS ASSOCIATION

For Members  
Only

No. 1605

Washington, D. C.

October 13, 1956

## N.C.A. Movie Is Distributed to 72 USDA Film Libraries

Prints of "The Three Squares", the industry color movie, produced as part of the N.C.A.'s current Consumer and Trade Relations Program, have been placed in the 72 cooperating film libraries of the U. S. Department of Agriculture, located in all the states and the territories of Alaska, Hawaii and Puerto Rico. Canners or others wishing to borrow the film for showings to schools, colleges, women's clubs, business men's clubs, adult study groups, and other audiences, should apply to their nearest USDA film library.

The film is a 13½-minute color and sound picture produced by the Association in cooperation with USDA. Some members and state associations have purchased their own prints but the majority of available prints are

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## Walt Yonker Named Manager of N.C.A. Northwest Branch

Walter Yonker has been named Manager and Chief Examiner of the N.C.A. Northwest Branch Laboratory at Seattle, and Dr. Ivor G. Jones Assistant Manager and Chief Chemist. Appointment of both men to their respective posts was effective October 1 and was made on recommendation to the Association of the Advisory Committee of the Northwest Branch. The appointments were made following the retirement of Dr. Ernest D. Clark after 37 years as Director of the Branch.

Qualifications of both men to fill their assignments are considered notable.

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## Room Reservations for 1957 Convention

Members who desire rooms at the 1957 Convention are urged to complete the room request form, mailed to them a month ago, and return it promptly to N.C.A. Rooms are now being tentatively assigned.

## N.C.A. Sponsors Special Meeting of Corn Canners; Publicity Already Under Way to Promote Consumption

A meeting to discuss methods of moving the current canned corn pack into distribution is being organized by the N.C.A., and several steps were taken this past week in the direction of publicity and promotion of canned corn, by the Association and others.

Corn canners have been invited to attend a meeting at 2 p.m. Thursday, October 18, in the Astoria Room of The Conrad Hilton Hotel, Chicago, to discuss the corn situation. Representation at the meeting is already indicated by the Iowa-Nebraska, Ohio, Tri-State, and Wisconsin associations and others are expected to announce attendance shortly.

## National Farm-City Week

The N.C.A. will participate in the 1956 observance of Farm-City Week November 16-22 in conjunction with more than 300 major organizations in the United States and Canada.

The principal purpose of the observance is to bring about better understanding between rural and urban segments of society for the mutual benefit of all. It is believed that canner participation will afford an opportunity to enhance canner-grower and community relations.

Plans for the Farm-City Week observance are being directed by a national committee composed of representatives from industry, farm organizations, governmental agencies, educational institutions and community service groups. The N.C.A. is represented on the committee by H. F. Krimendahl, a Past President of the Association.

The celebration of Farm-City Week, although national in scope, is primarily centered on local activities. In last year's observance some 4,000 communities participated in the program, with more than a quarter of a million individuals actively engaged in local Farm-City Week projects.

Canners need not be reminded of their important position in today's agricultural communities of the importance of their role in marketing a large percentage of the agricultural products produced by farmers. A true understanding of the canner's problems by the farmer as well as by the consuming public, however, is often lacking. At least in part, the

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As tentatively planned, the meeting will be called to order by Executive Secretary Carlos Campbell who will report on actions already undertaken by N.C.A. through its services and the staff of Dudley-Anderson-Yutzy, public relations counsel on the Consumer and Trade Relations Program, and on proposals made to government and farm agencies for joint efforts to move the 1956 canned corn pack. Dr. H. L. Stier of the Division of Statistics will present the statistical situation; H. T. Austern, Association's Chief Counsel, legal considerations. Representatives of the U. S.

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## Vegetables for Processing—Indicated Production

Production prospects for processing vegetables improved during September about 5 percent, and on the basis of October 1 conditions the Crop Reporting Board of USDA indicates a record high total production of eight important crops for processing.

The prospective 1956 production is the highest of record for each of seven of the eight processing crops—green lima beans, snap beans, beets, kraut cabbage (contract only), sweet corn, green peas, and tomatoes. For the other crop—winter and spring spinach—the 1956 production is the second highest of record.

The indicated 1956 production of 7.72 million tons of these eight crops compares with 5.58 million tons har-

vested in 1955 and an average of 5.46 million tons for the 1945-54 period.

Record high yields are indicated for lima beans, beets, corn and tomatoes.

Crop	1955 (tons)	Sept. 1 1956 (tons)	Oct. 1 1956 (tons)
Lima beans.....	87,470	112,240	112,060
Snap beans.....	309,980	346,500	
Beets.....	139,000	302,500	224,300
Cabbage (contract).....	90,300	156,700	156,600
Corn.....	1,173,800	1,590,900	1,742,300
Spinach (winter and spring).....	93,800	105,400	
Tomatoes.....	3,230,140	4,331,300	4,484,900

#### SWEET CORN FOR PROCESSING

Yield prospects for sweet corn improved during September in practically all important areas except the New England states, and on October 1 a crop of 1,742,300 tons for processing was in prospect. This total is about 10 percent more than the production which had been indicated on September 1.

The production now indicated compares with 1,173,800 tons obtained in 1955 and the average of 1,284,300 tons for the 1945-54 period.

In its report on June 15 crop conditions, USDA indicated 13 percent of the 1956 sweet corn acreage was intended for freezing and 87 percent for canning and other processing.

The October 1 indicated yield per acre is 3.82 tons, a record high, compared with 3.01 tons obtained last year and the 10-year average yield of 2.78 tons.

State	10-year ave. 1945-54 (tons)	1955 (tons)	1956 Indi- cated (tons)	Per- cent change from 1955
Maine....	28,400	13,300	9,000	-28
N. H.....	1,400	1,700	900	-47
Vt.....	2,000	1,600	1,300	-25
N. Y.....	67,300	42,800	68,200	+59
Pa.....	26,400	26,000	44,600	+72
Ohio....	40,000	20,900	23,200	+11
Ind.....	89,930	42,900	44,400	+3
Ill.....	184,100	173,300	248,000	+43
Wis.....	255,200	233,500	440,800	+89
Minn.....	242,700	300,600	382,300	+27
Iowa....	78,300	52,100	70,000	+34
Del.....	12,100	7,900	18,900	+139
Md.....	84,800	55,000	95,800	+74
Idaho....	38,300	38,700	52,300	+35
Utah....	21,000	23,800	26,000	+9
Wash....	58,300	48,600	75,600	+56
Ore.....	48,500	54,000	87,400	+62
Other states <sup>1</sup> .....	34,700	37,100	53,300	+44
U. S. Total....	1,284,300	1,173,800	1,742,300	+48

<sup>1</sup> Ark., Calif., Colo., Mich., Mont., Nebr., N. J., Okla., S. D., Tenn., Texas, Va., and Wyo.

#### TOMATOES FOR PROCESSING

Favorable growing conditions for tomatoes continued through September, except in a few scattered areas, and on October 1 a record production of 4,484,900 tons for processing was indicated.

This compares with 3,230,140 tons obtained in 1955, an average of 3,086,900 tons for the 1945-54 period, and the previous record crop of 4,267,070 tons in 1951. Declines in prospective production during September in New York, Ohio, Texas, and Utah were more than offset by improvement elsewhere, principally in the Middle Atlantic and North Central states.

The October 1 indicated yield of 12.6 tons per acre, also a record high, is half a ton above that indicated on September 1. The yield now in prospect compares with 10.1 tons obtained last year and an average of 8.04 tons for the 1945-54 period.

State	10-year ave. 1945-54 (tons)	1955 (tons)	1956 Indi- cated (tons)	Per- cent change from 1955
N. Y.....	108,500	107,900	98,000	-9
N. J.....	225,100	100,800	321,100	+219
Pa.....	165,500	86,000	215,000	+150
Ohio....	192,900	184,900	309,000	+13
Ind.....	326,900	253,600	336,000	+32
Ill.....	86,400	92,900	135,000	+45
Mich.....	56,300	48,800	64,800	+33
Wis.....	8,200	8,600	9,000	+5
Iowa....	10,100	11,500	16,000	+39
Mo.....	15,100	3,800	4,900	+29
Del.....	34,800	26,400	65,600	+148
Md.....	161,700	68,500	125,000	+83
Va.....	73,400	51,300	60,000	+17
S. C.....	2,900	3,000	3,500	+17
Fla. <sup>1</sup> .....	21,500	55,940	45,800	-18
Ky.....	6,800	4,800	5,000	+4
Tenn.....	6,800	1,200	1,800	+50
Ark.....	19,200	7,000	7,000	...
Okla....	2,700	500	500	...
Texas...	49,900	34,500	20,000	-42
Colo....	25,900	18,900	35,700	+89
Utah....	73,100	64,400	73,800	+15
Calif....	1,336,500	1,989,700	2,625,000	+32
Other states <sup>1</sup> .....	14,800	6,300	6,800	+8
U. S. Total....	3,086,900	3,230,140	4,484,900	+39

<sup>1</sup> Sum of estimates by seasonal groups. <sup>2</sup> Ala., Ariz., Conn., Idaho, Kans., La., Minn., Miss., Nebr., N. M., N. C., Ore., Tenn., and W. Va.

#### BEETS FOR CANNING

Production prospects for beets for canning improved during September and on October 1 a total of 224,300 tons was indicated. This compares with 202,200 tons indicated a month earlier, 139,000 obtained in 1955, and the 1945-54 average of 141,000 tons.

The October 1 indicated yield was indicated at 10.73 tons per acre, the

highest of record. This compares with 7.96 tons obtained in 1955 and the 10-year average of 8.71 tons.

State	10-year ave. 1945-54 (tons)	1955 Re- vised (tons)	1956 Indi- cated (tons)	Per- cent change from 1955
New York...	40,300	40,800	80,000	+96
Michigan...	7,600	5,400	4,800	-11
Wisconsin...	55,400	49,700	87,200	+75
Oregon.....	17,800	23,700	27,200	+15
Other states <sup>1</sup> ...	19,900	19,400	25,100	+29
U. S. Total....	141,000	139,000	224,300	+61

<sup>1</sup> Calif., Colo., Ill., Ind., La., Maine, Md., Minn., N. J., Ohio, Pa., Tenn., Texas, Utah, and Wash.

#### LIMA BEANS FOR PROCESSING

Little change in green lima bean production prospects occurred during September and on October 1 a total of 112,060 tons was indicated for processing. This compares with 87,470 tons obtained in 1955 and an average of 78,190 tons for the 1945-54 period.

The October 1 indicated yield of green lima beans is 2,130 pounds per acre, a record high. This compares with 1,759 pounds obtained in 1955 and the 10-year average yield of 1,640 pounds.

State	10-year ave. 1945-54 (tons)	1955 Re- vised (tons)	1956 Indi- cated (tons)	Per- cent change from 1955
N. Y.....	1,930	2,620	2,210	-16
Pa.....	2,600	2,400	3,000	+25
Ohio.....	330	530	380	-28
Mich.....	1,490	1,090	1,280	+21
Wis.....	4,450	8,160	7,150	+38
Del.....	13,630	14,180	20,700	+46
Md.....	2,860	2,000	2,720	+36
Va.....	2,610	1,250	2,380	+90
Wash.....	1,190	710	600	-15
Calif.....	25,810	34,660	43,640	+26
Other states <sup>1</sup> .....	21,220	22,880	28,000	+22
U. S. Total....	78,190	87,470	112,060	+28

<sup>1</sup> Ark., Colo., Idaho, Ill., Ind., Iowa, Kans., Minn., Mo., N. J., Okla., Ore., Tenn., and Utah.

#### CABBAGE FOR SAUERKRAUT

The October 1 indicated production of cabbage grown under contract for sauerkraut is 158,600 tons, compared with 90,300 tons obtained from contracted acreage in 1955 and the average of 100,100 tons for the 1945-54 period.

Kraut cabbage continued to grow under favorable conditions through September and on October 1 a yield of 16.0 tons per acre was indicated. The yield obtained last year was 12.2 tons and the 10-year average is 10.5 tons.

The summer and early fall cabbage areas, which produce the bulk of the supplies for sauerkraut, are expected to produce 927,800 tons of cabbage for all purposes this year, 37 percent more than the 678,800 tons produced in 1955. Deducting the estimated production contracted for sauerkraut in these areas leaves 779,800 tons of 1956 cabbage for fresh market outlets and for open market purchases by kraut packers. This compares with 597,000 tons available in 1955.

### Deciduous Fruit Production

Fruit production prospects improved during September, according to the Crop Reporting Board of USDA, and the October 1 estimate indicates that total production of deciduous fruits will be only 1 percent less than last year and average.

The prospective production of apples, peaches, pears and prunes increased during September while plums and grapes remained virtually unchanged. Each of these crops is above average except apples, which is a tenth below.

#### APPLES

The October 1 estimate for apples is approximately 1,500,000 bushels larger than a month earlier as a result of favorable sizing of the fruit over much of the country. The total crop is estimated at 94,938,000 bushels, 11 percent smaller than last year and 10 percent below average.

Compared with last year, production in the Eastern states is down 12 percent to 42,910,000 bushels. The North Atlantic states show a 31 percent decline but the South Atlantic states have a 51 percent larger crop than last year. In the Central states, the estimated crop of 20,553,000 bushels is 34 percent greater than in 1955, but in the Western states indicated production is down 25 percent to 31,475,000 bushels.

#### PEACHES

The 1956 peach crop is estimated at 68,285,000 bushels, 16½ million above the 1955 production and 1.3 million above average. California produced 39,378,000 bushels in 1956, or 58 percent of the U. S. production, compared with 34,002,000 bushels or 66 percent in 1955. Of the 1956 total, 27,085,000 bushels were clingstones and 12,293,000 bushels freestones.

The North Atlantic states produced 5,230,000 bushels, slightly more than a million bushels below 1955; the Middle Atlantic states produced 6,584,000 bushels, 144,000 bushels above last year; and the 10 Southern states pro-

Crop	1955	Sept. 1 1955	Oct. 1 1956
(thousands of bushels)			
Apples.....	106,234	93,433	94,938
Peaches.....	51,827	67,760	68,285
Pears.....	29,622	31,311	32,422
(thousands of tons)			
Apricots.....	281	192	192
Grapes.....	3,237	2,999	3,006
Plums.....	91	103	105
(thousands of barrels)			
Cranberries.....	1,026	957	925

duced 10,592,000 bushels this year compared with a near failure in 1955 and the 10-year average of 13,255,000 bushels.

#### PEARS

Production of pears is estimated at 32,422,000 bushels, 9 percent larger than the 1955 crop and 7 percent above average. Bartletts in the Pacific Coast states are estimated at 21,428,000 bushels, 13 percent above average. Fall and winter varieties in these states are forecast at 7,337,000 bushels, about 8 percent more than both 1955 and average.

The California Bartlett crop, at 15,668,000 bushels, is a record high and 22 percent larger than the 1955 crop. The two most important districts (Sacramento River and Santa Clara) had smaller crops than last season but other areas produced bumper crops.

The Oregon Bartlett crop is estimated at a record of 2,760,000 bushels, 13 percent above the September 1 forecast and slightly above last year. The Bartlett crop in Washington is estimated at 3 million bushels, about two-thirds of last year and average. The Michigan crop is estimated at 1,250,000 bushels, 32 percent above last year and 69 percent above average.

#### PLUMS AND PRUNES

Production of plums in California and Michigan is estimated at 104,900 tons, 15 percent above last year and 25 percent above average.

The California prune crop is estimated at 180,000 tons dry basis, an increase of 37 percent over last year and 2 percent above average.

#### GRAPES

The 1956 grape crop, estimated at 3,005,900 tons or slightly higher than a month earlier, is 7 percent below last year but 3 percent above average. All of the increase in prospective production since September 1 is in American-type grapes, with increases in Michigan, North Carolina and Washington more than offsetting decreases in Missouri and Kansas. Prospective production of American-type grapes,

at 259,400 tons, is 20 percent above 1955 and 42 percent above average. Indicated production of European type grapes in California and Arizona, at 2,746,500 tons, is 9 percent below last year but 1 percent above average. Crushing of raisin-variety grapes is somewhat ahead of the same date last season and cannery use of these varieties is expected to equal last year's record tonnage.

#### CRANBERRIES

Production of cranberries is estimated at 925,000 barrels, 10 percent below last year. Dry weather during late August and early September slowed sizing and the berries are exceptionally small this year. On many bogs, the set of berries was confined mostly to the top of the vines.

State	1955	Sept. 1 1955	Oct. 1 1956
(barrels)			
Mass.....	546,000	520,000	475,000
N. J.....	90,000	70,000	75,000
Wis.....	315,000	280,000	280,000
Wash.....	47,500	55,000	63,000
Ore.....	27,300	32,000	32,000
Total 5 states....	1,025,800	957,000	925,000

### Production of Field Crops

Production prospects for most field crops during September were generally unchanged or improved, according to the Crop Reporting Board of USDA. Rice was one of the few crops for which downturns were reported.

Significant improvement was noted, as of October 1, for fall potatoes, dry beans, and spring wheat.

The current estimate for sweet potatoes, at 16,277,000 hundredweight, is 22 percent less than was harvested last year and 19 percent smaller than the 1949-54 average. Declines from last year are estimated for Maryland-Virginia-New Jersey and for Louisiana-Mississippi-Alabama, with indicated production below 1955 in each state. North Carolina is the only state which indicates a larger crop in 1956 than 1955.

The all-crop production index derived from October 1 estimates is 105 percent of the 1947-49 base, approaching the 1955 output.

Crop	1955	Sept. 1 1955	Oct. 1 1956
(thousands of cwt.)			
Potatoes.....	227,046	233,676	242,167
Sweet potatoes.....	20,946	16,257	16,277
(thousands of bushels)			
Durum wheat.....	20,070	37,945	39,114
(thousands of 100-lb. bags)			
Rice.....	53,532	45,376	45,315
Dry edible beans.....	16,968	16,250	17,033
Dry fieldpeas.....	2,525	4,883	4,885



### Citrus Fruit Production

Above-average crops of oranges, tangerines and limes are in prospect but the grapefruit crop is expected to be below average, according to the Crop Reporting Board of USDA.

#### ORANGES

The 1956-57 crop of early and mid-season oranges is forecast at nearly 70.9 million boxes, 4 percent more than 1955-56. Somewhat larger crops in Florida, Texas and Arizona more than offset smaller production prospects in California and Louisiana.

Florida's production of these varieties, at 54 million boxes including 3 million Temple oranges, is up 2.5 million from 1955-56. October 1 conditions in Florida pointed to a Valencia crop of 41 million boxes, compared with 39.5 million last season.

Florida tangerines are forecast at 5.2 million boxes, a half-million boxes above 1955-56 and 12 percent above average.

#### GRAPEFRUIT

The grapefruit crop, excluding the California summer crop, is expected to be 3 percent smaller than the 43.7 million boxes produced in 1955-56. The 42.3 million boxes forecast for the coming season include 35 million for Florida, 3.5 million for Texas, and 800,000 for the California Desert Valley.

The Florida lime crop is estimated at 380,000 boxes, 5 percent below last season.

### N.C.A. Northwest Branch

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worthy. Mr. Yonker's familiarity with the Better Salmon Control Plan was cited. He has been in charge of canned seafood inspection at Seattle since March, 1953, when he succeeded to the post vacated by the death of the late O. Eugene Shostrom, and prior to that had served several years as Dr. Shostrom's assistant.

Operation of the Control Plan is one of the principal functions of the Northwest Branch Laboratory. Both of the new appointees are thoroughly grounded in the policies and techniques of its operation.

Dr. Jones has been with the Northwest Branch since 1950 and had previous service in the Food and Drug Laboratories in Washington, D. C.; in the U. S. Department of Agriculture Laboratories in Albany, Calif., and with the U. S. Fish and Wildlife Service.

### Tomato Paste for USDA

An offer to buy canned tomato paste packed during 1956, for use in the school lunch program, has been announced by USDA. Offers will be considered only on tomato paste packed in No. 10 cans, and purchases will be made on an offer and acceptance basis, using funds appropriated under the National School Lunch Act.

Invitations to offer canned tomato paste for school lunch use, including detailed specifications, have been mailed to canners. Offers should be submitted to the Fruit and Vegetable Division, Agricultural Marketing Service of USDA, not later than October 19 for acceptance by October 26. Delivery will be required during the period November 5-December 3.

### New Tomato for Paste

USDA horticulturists have developed a new tomato for paste, named Roma, which is highly resistant to fusarium wilt.

Roma was developed by using two popular red Italian tomato paste varieties and the Pan America tomato which is highly wilt resistant. Thus, through research-breeding, the horticulturists were able to fuse in the new variety the characteristics needed for fine tomato paste plus resistance to wilt.

Like other tomatoes for paste, Roma has solid flesh and seeds that are small and few. Sufficient seed to meet growers' demands will be available next spring, according to USDA.

### Consumer Service Division

Moselle Holberg, Assistant Director of the N.C.A. Consumer Service Division, spent the latter part of September and the first week of October working in eastern cities. She held conferences with state and city home-making supervisors of public schools, school lunch supervisors, magazine and newspaper food editors, telecasters, and business home economists in Baltimore, Md., Philadelphia, Pa., Trenton, N. J., and Wilmington, Del.

The Division supplies publications and releases in these fields and the conferences were held to point out the N.C.A. services and also to get current plans and suggestions from people in the areas visited.

In addition to the conferences, Miss Holberg, who is a member of the National Advisory Committee of the Home Economists in Business, attended meetings of the groups in Baltimore and Philadelphia.

### Railroad Freight Rates

Railroads have petitioned the Interstate Commerce Commission for a 15 percent increase in freight rates and charges, and the ICC has ordered the customary investigation of the adequacy of current rates.

The petition seeks a 15 percent increase in all rates and charges within, from, to, and via Eastern and Western Territories, subject to certain limitations. A maximum increase of 19 cents per hundred pounds is proposed for fresh, canned, and frozen fruits and vegetables.

Evidence in opposition to the railroads' petition may be submitted to the ICC by December 14.

### National Farm-City Week

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reverse might be said to be true. Farm-City Week celebrations in the communities and states where processing plants are located offer an excellent opportunity for canner representatives to make definite contributions to improved understanding between canner, grower and consumer.

In many instances, local business, industry and farm and civic organizations probably have already been alerted by their state and national leadership, and urged to participate actively in the planning and carrying out of locally developed programs. It is hoped that canners have or will become members of this "active" group. Canners could join with local chambers of commerce and civic leaders in bringing farmers and farm leaders to the city and also in taking industrialists and city dwellers into the rural areas in order that both might gain a greater appreciation and understanding of one another's problems. A banquet or get-together dinner might keynote the program with farm and city leaders participating in the program itself through properly prepared speeches recognizing their community of interests. Specially planned tours of processing plants by rural visitors as well as farm tours by the urban populace could be a part of the Farm-City Week program. More detailed suggestions on how the canning industry might participate in the local celebrations will be enclosed with next week's INFORMATION LETTER.

This year's observance of Farm-City Week is the second with Kiwanis International acting as the coordinating agency. The observance has been recognized in a joint resolution adopted by the Congress.

### Special Meeting on Corn

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Department of Agriculture will be present to report on possibilities for plentiful foods listing and for purchase programs.

### PUBLICITY UNDER WAY

During the October 8 to 13 Conference of the National Farm Home Editors Association at New Orleans, specially prepared kits were personally delivered by a DAY representative to the editors of some 30 national, regional and state farm publications, representing approximately 13½ million circulation. The kits contained six releases giving backgrounds and recipes for canned corn—history, improvements in the scientific harvesting and processing of the product, statistics, serving suggestions, etc. Offered exclusively for each area were recipes and black and white photos, and color photos and recipes also were offered to users of color. The kit was prepared specifically for use at this conference and was the first of several publicity and promotion steps being taken.

These will be reported as they are finalized. Generally they will tend to bring the canned corn story to the attention of all outlets carrying or broadcasting food copy—national magazines, syndicates, newspapers, metropolitan and rural, radio, and television.

Other organizations engaged in canned foods promotion, such as the Can Manufacturers Institute, and some of the supplier firms, have indicated they have stepped up their programs of publicity, plus special efforts directed to distributors urging canned corn promotion at retail outlets. The N.C.A. also has brought the matter to the attention of the members of the C.T.&R. Operations Committee, who are heads of the various national distributor trade associations.

There have been many recent canned corn promotion efforts. Corn was featured at the N.C.A. program at the recent Food Editors Conference in New York City (see INFORMATION LETTER of September 29). The Consumer Service Division featured a recipe and photo using canned corn in its August mail release to 3,500 community newspapers, and in the September recipe and photo release to metropolitan papers.

### France Applies Regulations on Marking Canned Foods

France is enforcing regulations which prohibit the importation or sale of canned fruits, vegetables, meats, or fish that do not meet detailed marking requirements.

A government decree of February 10, 1956, with respect to such canned foods, became effective February 10, 1956. The order requires:

Each container must bear an "indication stamped or molded (in relief or sunk) of the country of origin, either with the name of country or origin or an internationally recognized symbol for it."

Also, each container must bear, "by means of a label or by direct printing" in the French language, the name (or trade mark) and address of the manufacturer or the name of the seller; the accepted name of the product or a list of ingredients; name of the country of origin in letters of at least 4 millimeters in height; net weight; and an indication of date of processing or manufacture.

French importers and buyers have been instructed to inform their suppliers of the necessity of compliance. They also have been authorized to stamp cans on their own premises prior to sale. However, the government indicates that shipments now afloat may not be admitted unless containers are marked according to the requirements.

### N.C.A. Exhibit on A-Test

The N.C.A. exhibit illustrating the nuclear tests on canned foods in Nevada last year was on display this week at the Horticultural Show held at Virginia Polytechnic Institute in Blacksburg, Va.

The exhibit consists of enlarged photographs showing canned foods before and after the nuclear explosion and of samples of cans, jars, and shipping cases that went through the explosion. The exhibit illustrates that canned foods in tin and glass containers survived the explosion and other blast damage.

With the exhibit N.C.A. also furnished printed pamphlets which described the tests and results. The pamphlets were distributed to those who saw the display.

Attendance at the Horticultural Show, which was held October 13-14, was estimated at 4,000.

### Trade Agreement with Cuba

Announcement was made October 8 that the United States intends to conduct trade agreements negotiations with Cuba "for the purpose of negotiating mutually advantageous tariff concessions."

The announcement lists only three commodities on which the U. S. has agreed to consider reductions in U. S. tariff rates. These are tobacco products. During the negotiations the U. S. will be able to bargain for reductions in Cuba's tariffs in exchange for concessions on the tobacco tariffs.

Persons interested in exports to Cuba may present their views regarding any tariff on other concession that the U. S. might request of the Government of Cuba. Views in this regard should be submitted to the Committee for Reciprocity Information, Washington 25, D. C., by November 8. This also is the deadline for applications to appear at public hearings which are scheduled to be held by the CRI starting November 14.

Cuba is an important market for a number of canned food products. It is in order for canners or their export representatives to recommend to the CRI that the U. S. seek reductions in Cuba's tariffs on specific canned foods.

### Parade Magazine

Both the September 30 and October 7 issues of *Parade* magazine featured canned foods. *Parade* is the Sunday supplement magazine section with more than 40 leading metropolitan newspapers.

In the September 30 issue, Beth Merriman, food editor, had the article entitled "Three Easy Sauces." She suggested, "With velvet cream sauce try a casserole of tuna, tiny canned peas, sliced deviled eggs and diced pimiento; top with buttered crumbs after adding sauce. Rich curry sauce enhances a mixture of kernel corn, sliced mushrooms, cheese croutons and green beans. And savory tomato sauce is perfect in a casserole with cooked macaroni, cubed ham or luncheon meat and grated sharp cheddar cheese."

"Tuna Puff Log" was Miss Merri-man's October 7 article. In describing the interesting new recipe that used canned tuna and mushrooms, the author said, "Tuna Puff Log actually is a giant-size éclair, golden-brown and puffy, split and filled with a delicious tuna-and-vegetable mixture, seasoned to a queen's taste (not that a king would turn it down)."

## N.C.A. Movie Is Distributed

(Concluded from page 319)

now on location at the Film Libraries. USDA has sent a special memorandum to its library heads describing "The Three Squares" as follows:

"The Canning industry, only 150 years old, has helped to revolutionize our diet, has provided us with the opportunity to eat balanced meals every day of the year. It offers us a world of foodstuffs; more than 150 items to choose from. In 'The Three Squares', live action and animation are artfully combined to tell how canning started, how it grew, what it means to us, and what it can mean to future generations."

Announcement was included also that the film can be televised and that black and white prints are available.

The Motion Picture Service of USDA is printing a color brochure, using copy and art suggestions from Dudley-Anderson-Yutz and the N.C.A. Information Division which will be used to help promote use of the film. Promotions by DAY and N.C.A. of its use on television stations also are under way.

List of the USDA Film Libraries where prints are available follows:

ALABAMA—Auburn—Agricultural Extension Service, Alabama Polytechnic Institute

ALASKA—College—Agricultural Extension Service, University of Alaska

ARIZONA—Tucson 25—Visual Aids Bureau, Extension Division, University of Arizona

ARKANSAS—Conway—Department of Public Relations, Arkansas State Teachers College; Little Rock—Agricultural Extension Service, P. O. Box 391

CALIFORNIA—Berkeley 4—Extension Division, University of California; Los Angeles 24—Extension Division, University of California, 10851 Le Conte Ave.

COLORADO—Boulder—Bureau of Audio-Visual Instruction, University of Colorado; Fort Collins—Agricultural Extension Service, Colorado A. & M. College

CONNECTICUT—Storrs—Audio-Visual Center, University of Connecticut

DELAWARE—Newark—Department of Rural Communications, University of Delaware

DISTRICT OF COLUMBIA—Washington 4—District of Columbia Public Library, Sociology Division, 8th and K Streets, N. W.

FLORIDA—Gainesville—Department of Visual Instruction, General Extension Division, University of Florida

GEORGIA—Athens—Georgia Agricultural Extension Service; Athens—Audio-Visual Aids Department, Division of General Extension, University of Georgia

HAWAII—Honolulu—Agricultural Extension Service, University of Hawaii

IDAHO—Boise—Agricultural Extension Service, State House

ILLINOIS—Champaign—Visual Aids Service, University of Illinois, 713 1/2 South Wright Street

INDIANA—Bloomington—Audio-Visual Center, Indiana University, 1804 East 10th Street; Lafayette—Audio-Visual Center, Purdue University

IOWA—Ames—Visual Instruction Service, Iowa State College

KANSAS—Lawrence—Bureau of Visual Instruction, University of Kansas, 15 Fraser; Manhattan—Extension Information Department, Kansas State College

KENTUCKY—Lexington 29—Dept. of Audio-Visual Services, University of Kentucky

LOUISIANA—Baton Rouge 3—Agricultural Extension Service, Louisiana State University

MAINE—Orono—Agricultural Extension Service, College of Agriculture, University of Maine

MARYLAND—College Park—Agricultural Extension Service, University of Maryland

MASSACHUSETTS—Amherst—Audio-Visual Center, University of Massachusetts

MICHIGAN—Ann Arbor—Audio-Visual Education Center, University of Michigan; East Lansing—Audio-Visual Center, Michigan State University

MINNESOTA—St. Paul 1—Agricultural Extension Service, Institute of Agriculture, University of Minnesota

MISSISSIPPI—Jackson 113—Audio-Visual Education, State Department of Education, Woolfolk Office Building; State College—Agricultural Extension Service, Mississippi State College

MISSOURI—Columbia—Visual Education Department, University of Missouri, 23 Jesse Hall

MONTANA—Bozeman—Publications Department, Agricultural Extension Service, Montana State College; Helena—Montana State Film Library, Sam Mitchell Building

NEBRASKA—Lincoln 5—Bureau of Audio-Visual Instruction, University of Nebraska

NEVADA—Reno—Agricultural Extension Service, University of Nevada

NEW HAMPSHIRE—Durham—Audio-Visual Center, University of New Hampshire

NEW JERSEY—New Brunswick—Audio-Visual Department, University Extension Division, Rutgers University, 77 Hamilton Street; Trenton 7—New Jersey State Museum, State Department of Education, State House Annex

NEW MEXICO—Santa Fe—Museum Film Service, Museum of New Mexico; State College—Agricultural Extension Service, New Mexico A. & M. College

NEW YORK—Albany 7—Film Library, New York State Department of Commerce, 40 Howard Street; Ithaca—Agricultural Extension Service, College of Agriculture, Cornell University

NORTH CAROLINA—Chapel Hill—Bureau of Visual Instruction, University of North Carolina; Raleigh—Agricultural Extension Service, North Carolina State College, State College Station

NORTH DAKOTA—Fargo—Department of Information, Agricultural Extension Service, North Dakota Agricultural College, State College Station

OHIO—Columbus 10—Agricultural Extension Service, College of Agriculture, Ohio State University; Columbus 15—Department of Audio-Visual Education, State Department of Education, State Office Building

OKLAHOMA—Norman—Audio-Visual Education Department, University of Oklahoma; Stillwater—Agricultural Extension Service, Oklahoma A. & M. College

OREGON—Corvallis—Department of Visual Instruction, Oregon State College

PENNSYLVANIA—Pittsburgh 32—PCW Audio-Visual Materials Center, 1505 Woodland Road; University Park—Audio-Visual Aids Library, Pennsylvania State University

PUERTO RICO—Rio Piedras—Agricultural Extension Service, University of Puerto Rico

RHODE ISLAND—Kingston—The Library, University of Rhode Island

SOUTH CAROLINA—Clemson—Agricultural Extension Service, Clemson College; Columbia 19—Audio-Visual Aids Bureau, University of South Carolina

SOUTH DAKOTA—College Station—Agricultural Extension Service, College of Agriculture, South Dakota State College

TENNESSEE—Knoxville 16—Division of University Extension, University of Tennessee, Box 5540, University Station

TEXAS—Austin 14—Visual Instruction Bureau, University of Texas; College Station—Agricultural Extension Service, Texas A. & M. College

UTAH—Logan—Audio-Visual Division, Utah State Agricultural College

VERMONT—Burlington—Vermont State Film Library, Audio-Visual Services Dept., University of Vermont

VIRGINIA—Blacksburg 12—Agricultural Extension Service, Virginia Polytechnic Institute; Richmond 16—Bureau of Teaching Materials, State Board of Education

WASHINGTON—Ellensburg—Office of Visual Education, Central Washington College; Pullman—Bureau of Visual Teaching, State College of Washington

WEST VIRGINIA—Morgantown—Audio-Visual Aids Department, The Library, West Virginia University

WISCONSIN—Madison 6—Bureau of Visual Instruction, University of Wisconsin

WYOMING—Laramie—Wyoming Film Library, University of Wyoming

## RECENT SHOWINGS OF FILM

Among showings in recent weeks are the following:

Oakfield, N. Y., at a sales conference of Haxton Foods, Inc., using the print that is in permanent possession of the New York State Canners and Freezers Association.

The Minnesota Canners and Freezers Association reports that its print of the film was shown over one of the local television stations.

Wisconsin Canners Association loaned its print first to Oconomowoc Canning Company for viewing by its sales department. Since then the Oconomowoc Company has acquired its own private print and will sponsor showings. The Wisconsin Canners Association also arranged a showing before a class of about 30 students in "Food Industry Survey" at University of Wisconsin. Subsequently, the Wisconsin print was shown in the Chicago office of the Central Division of American Can Company. Other bookings are being organized.

The print purchased by Country Gardens, Inc., was shown to about 15 members of that firm's sales staff and advertising agency and a number of fall showings are being scheduled.

The Lions Club of Sussex, Wis., with 42 present, and two of the schools of that community with audiences totaling about 125, have seen "The Three Squares" through showings sponsored by the Mammoth Spring Canning Co.



## Soil and Water Advisory Group Urges Action on Land Loss

The USDA Soil and Water Conservation Advisory Committee has asked that USDA take steps to help check the rapid conversion of good agricultural land to urban and other nonagricultural uses.

Members of the committee recommended, as a first step, that USDA take leadership in calling attention to the executive and legislative branches of government the need for establishing a suitable mechanism to prevent nonagricultural use or appropriation, by the federal government itself, of soils well suited to farming. They also asked USDA to help inform the public of this growing problem.

D. A. Williams, Administrator of the USDA's Soil Conservation Service, reported to the group that about 17 million acres of cultivatable land have been converted to nonagricultural use in the past 15 years and that the rate of such conversion is increasing.

The advisory committee also urged USDA to hasten completion of the national soil survey, noting that many private and public programs depend on availability of accurate soil data. Other topics discussed included credit for soil and water conservation, progress of the Great Plains Program, National Soil and Water Conservation Needs Inventory, the Soil Bank Program, Agricultural Conservation Program, rural development, watershed protection and flood protection work, and forestry and wildlife conservation policies of the Interior Department.

## Family Circle

"Harvest Dinner Cookbook" is a 13-page feature in the October issue of *Family Circle* magazine. The "bumper crop of harvest foods" recipes ranges from meats and casseroles through vegetables, relishes and pies. Canned foods are used as ingredients in 24 of the recipes. Each page carries full color illustrations and the cover of the magazine shows a gay array of harvest dishes.

Six of the recipes in the feature call for canned tomatoes. Other canned foods used are applesauce, appleberry sauce, apricots, baked beans, beef stew, corn, cranberry sauce, cream of celery soup, junior-pack chopped prunes, mincemeat, mushrooms, pimientos, pineapple, purple plums, pork luncheon meat, prunes, ripe olives, sauerkraut, succotash, sweetpotatoes, tomato catsup, and tomato sauce.

## Radiation Preservation of Foods

The possibility of keeping foods in their fresh condition without refrigeration or heat sterilization is appealing, and research toward that end is being followed closely by the food industries.

Col. W. D. Jackson of the Food and Container Institute reported at the annual convention in January on results that were available at that time. Sponsorship by the Department of Defense of research into the possibility of preserving foods by atomic radiation is in its third year. More than 40 research groups representing industrial, academic and government laboratories are participating actively in the radiation preservation program of the Quartermaster Food and Container Institute.

Six areas of the broad problem are receiving concentrated study. These are (1) radiation effects on whole foods and food components, (2) mechanism of odor, color, flavor and texture changes induced by radiation, (3) microbiology, (4) enzymology, (5) toxicity studies, and (6) radiation source studies including economic feasibility and dosimetry.

The information obtained in these studies is assembled by the Research and Development Command of the Army QMC and is made available to each of the collaborating agencies. Representatives of the collaborating agencies meet once a year to report progress and discuss their mutual problems. The next such meeting is scheduled for the end of January, 1957.

The N.C.A. Research Laboratories comprise one of the agencies cooperating with the Department of Defense in its radiation program. The N.C.A. is engaged in a joint study with the research laboratories of the American Can Company and the Continental Can Company to investigate the destruction of food poisoning organisms in canned foods subjected to ionizing radiation. The specific food poisoning organism under investigation is *Clostridium botulinum*, the most irradiation resistant of all the typical canned food spoilage organisms. This organism also serves as the test organism in establishing minimum safe heat processes for canned foods.

Large-scale packs of peas and chicken soup in 202x202 cans inoculated with *Cl. botulinum* have been exposed to varying dosages of gamma radiation in the high level gamma radiation facility at the Argonne National Laboratory, Lemont, Ill. The

program is to include irradiation of corn, beef, and pork.

Earlier studies of the N.C.A. showed that radiation dosages of the order of 3 to 4 million roentgens are required to destroy *Cl. botulinum* in these foods. In a high intensity radiation source the time required to achieve this dosage ranges from 3 to 4 hours. The resultant product quality has been inferior, in general, to that of the same foods preserved by heat processing or by freezing.

By decreasing the radiation dose range, one can extend the shelf life of certain perishable foods without undue quality degradation. The greatest possibilities for commercial application to food preservation in the near future may lie in this "pasteurization" area. To date, ionizing radiations have not produced an adequately sterilized, acceptable food product in a container of commercial size. The difficulties that have been discovered make it impossible to say when—or even whether—this will be achieved.

## Packaging Symposium Papers

Proceedings of the first joint Military-Industry Packaging and Materials Handling Symposium, held in Washington in October of 1955, have been compiled by the Navy in a 695-page volume available to industry through the Office of Technical Services, U. S. Department of Commerce.

Packaging and materials handling specialists from the armed forces and industry participated in the three-day exchange of information. The symposium was sponsored by the Navy Department with the cooperation of the Army, Air Force, and Commerce Department.

The publication contains more than 30 papers read at the meeting and the minutes of panel discussions. Among subjects discussed were new developments by industry and the military; materials handling in production, transportation and warehousing; selection of packaging methods; reducing costs of transportation, packaging and handling; packaging requirements; automatic packaging; and automation in handling.

The illustrated volume, PB 121350 *First Joint Military-Industry Packaging and Materials Handling Symposium*, may be ordered from the OTS, U. S. Department of Commerce, Washington 25, D. C., at \$6 a copy.

### Forthcoming Meetings

- Oct. 17-19—National Pickle Packers Association, 63d Annual Meeting, Edgewater Beach Hotel, Chicago
- Oct. 24-26—Association of Food Industry Sanitarians, Annual Meeting, Casa Munras Hotel, Monterey, Calif.
- Oct. 24-27—Florida Canners Association, Silver Anniversary Convention, Hollywood Beach Hotel, Hollywood
- Nov. 1—Illinois Canners Association, Fall Meeting, Bismarck Hotel, Chicago
- Nov. 7-8—Wisconsin Canners Association, 52d Annual Convention, Schroeder Hotel, Milwaukee
- Nov. 8-9—Ozark Canners Association, Fall Meeting, Colonial Hotel, Springfield, Mo.
- Nov. 9-10—Iowa-Nebraska Canners Association, Annual Meeting, Fort Des Moines Hotel, Des Moines
- Nov. 13-14—Grocery Manufacturers of America, Annual Convention, Waldorf-Astoria Hotel, New York
- Nov. 14-16—Indiana Canners Association, Fall Convention, French Lick Sheraton Hotel, French Lick Springs
- Nov. 18-19—Pennsylvania Canners Association, 42d Annual Convention, Yorktown Hotel, York
- Nov. 26-27—Ohio Canners Association, Annual Convention, Hotel Carter, Cleveland
- Nov. 27—NATIONAL CANNERS ASSOCIATION, Advisory Board to the Northwest Branch, Annual Meeting, together with Association of Pacific Fisheries, 43rd Annual Convention, Washington Athletic Club, Seattle
- Nov. 29—Maine Sardine Packers Association, Fall Meeting, Penobscot Hotel, Bangor
- Nov. 29-30—Georgia Canners Association, Annual Convention, Dinkler-Plaza Hotel, Atlanta
- Nov. 29-30—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids
- Dec. 3-4—Minnesota Canners and Freezers Association, 50th Annual Convention, Hotel Radisson, Minneapolis
- Dec. 6-7—Tri-State Packers Association, Annual Convention, Haddon Hall, Atlantic City, N. J.
- Dec. 11—Maine Canners Association, Annual Meeting, Falmouth Hotel, Portland
- Dec. 13-14—New York State Canners and Freezers Association, 71st Annual Convention, Hotel Statler, Buffalo
- Jan. 6-10—National Frozen Food Convention, Fontainebleau Hotel, Miami Beach, Fla.
- Jan. 9-11—Illinois Canners Association, Canners School, Urbana Lincoln Hotel, Urbana
- Jan. 23-24—Wisconsin Canners Association, Raw Products Conference, University of Wisconsin, Madison
- Jan. 24-25—Canners League of California, 24th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco
- Jan. 27-30—Northwest Canners and Freezers Association, Annual Convention, Multnomah Hotel, Portland, Ore.
- Jan. 28-30—Canadian Food Processors Association, 10th Annual Convention, Seignior Club, Montebello, P. Q.
- Jan. 30-31—Minnesota Canners and Freezers Association, 10th Annual Canners and Fieldmen's Short Course, Kahler Hotel, Rochester
- Jan. 30-Feb. 1—Pennsylvania Canners Association, 13th Annual Fieldmen's Conference, Pennsylvania State University, University Park
- Feb. 4-5—Canners League of California, 3d Annual Conference for Processors' Fieldmen, Davis
- Feb. 4-6—Michigan Canners and Freezers Association, Canners School, Michigan State University, East Lansing
- Feb. 12-13—New York State Canners and Freezers Association, Canners School, Agricultural Experiment Station, Geneva
- Feb. 16-19—NATIONAL CANNERS ASSOCIATION, 50th Annual Convention, together with C.M.A.A. and N.F.R.A., Chicago

- Feb. 26-27—Iowa-Nebraska Canners Association, Canners Conference, Iowa State College, Ames
- March 14-15—Tri-State Packers Association, Spring Meeting, Philadelphia
- March 17-20—National American Wholesale Grocers Association, 51st Annual Convention, Hotel Sherman, Chicago
- March 20-21—Wisconsin Canners Association, Spring Meeting, Madison
- March 22-23—Utah Canners Association, 45th Annual Convention, Hotel Utah, Salt Lake City
- March 25-26—Canners League of California, 53d Annual Meeting, Santa Barbara Biltmore, Santa Barbara
- March 28-29—Southwest Canners Association, Annual Meeting, Dallas, Texas
- May 10-11—Pennsylvania Canners Association, Sales Clinic, Bedford Springs Hotel, Bedford Springs

### Shipments of Glass Containers

Shipments of glass containers for food during August were larger than the volume shipped during August of last year. On the basis of a report by the Bureau of the Census, shipments of wide-mouth containers for food total about 10 percent more during the first eight months of this year than last.

Shipments of wide-mouth food containers in August totaled 5,015 thousand gross, compared with 4,542 thousand gross in August a year ago and 3,130 thousand gross in July.

Shipments of narrow-neck containers for food in August totaled 2,236 thousand gross, compared with 1,852 thousand gross in the same month last year and 1,246 thousand gross in July. The aggregate shipments of

narrow-neck food containers for the year through August are about 20 percent greater than during the comparable period last year.

	Jan.-Aug. 1955 1956 (thousands of gross)	
Wide-mouth food (including fruit jars and jelly glasses) . . .	24,611	25,392
Narrow neck food . . . . .	9,220	9,781

### Shipments of Metal Cans

Shipments of metal cans for fruit and vegetable products in August amounted to the equivalent of 305,999 short tons of steel, double the volume shipped in July and about 10 percent more than was shipped in August of last year, according to a report by the Bureau of the Census.

Total shipments of cans for fruit and vegetable products for the first eight months of 1956 amount to 1,025,293 tons, 11 percent more than shipments during the same eight-month period last year.

Shipments of cans for meat, poultry and fish and sea food during the first eight months of this year amounted to from 11 to 12 percent more than during the same period of 1955.

	Jan.-Aug. 1955 1956 (short tons of steel)	
Fruit and vegetable (including juice) . . . . .	925,094	1,025,293
Fish and sea food . . . . .	67,214	77,154
Meat (including poultry) . . .	83,201	101,180

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